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Moody on The Market

Pat Moody

Town hall panelists discuss potential and implications of data centers in SW Michigan

As the Artificial Intelligence boom grows, area policymakers are seeking to prepare Southwest Michigan residents for what large scale data centers could mean for the region.

State House Representative Joey Andrews led a town hall meeting last week in Benton Township to discuss the implications of data centers coming to the state with panel of experts including Michigan Attorney General Dana Nessel and a representative of Google.

AG Nessel stressed that the state needs guardrails in the form of laws and contracts to prevent electric ratepayers and taxpayers from footing the bill for the massive amounts of power and water the centers use. She also said agreements should be in place with tech companies to ensure they'll remediate data center sites if the centers become obsolete or the AI bubble bursts.

Nessel said now is the time for Michigan to position itself to benefit from the centers.

"But if we don't make our voices heard now, the opportunity to welcome the industry to our state responsibly will pass us by and we'll be forced to live with the consequences of bad contracts, rushed deals, and cut corners for decades and decades to come," Nessel said.

Nessel called for transparent contracts between tech companies and the Michigan Public Service Commission, saying, "I don't think we should just take these companies at their word."

"These AI companies have been making a lot of promises to sell local communities on the idea of building a new data center in their backyard. And they do promise a lot of jobs, but most of them occur in the construction phases. Then, afterwards, specialized positions can work virtually from anywhere in the world, meaning that there is little long-term benefit to local employment rates that we've seen."

Meanwhile, Google's Grace Walovich said the company always strives to ensure it pays for all power it consumes and invests in energy efficiency. Google is currently working on a

Continued on page 5

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Zack East

Senior Director of Organizational Sustainability, United Way of Southwest Michigan

Southwest Michigan Cares Fund Surpasses $70,000

Four weeks ago, United Way of Southwest Michigan activated the Southwest Michigan Cares Fund in response to the March 6 tornado outbreak. Since then, our community has done something remarkable.

More than 210 donors from across the region and beyond have come together to push total donations past $70,000. Every time we set a new fundraising goal on our website, it was cleared within days. We went from $25,000 to $35,000 to $50,000, and now we're well past that. We've reset the goal to

Continued on page 2

Inserts & Promotions

- Jet's Pizza
- National SAVE Coupons
- HBA Home & Garden Show

Inserts may vary by zip code

East *Continued from cover*

$100,000, and if this community keeps doing what it's been doing, I think we can get there.

I want to take a moment to explain what that money actually does to help these three deeply affected parts of the region.

The Southwest Michigan Cares Fund was built to move dollars quickly and efficiently to organizations already on the ground doing critical work during a crisis. One hundred percent of donations designated to the fund go directly to recovery efforts. No overhead, no administrative drag. For this tornado response, United Way of Southwest Michigan has committed to directing funds to our sister United Way agencies in Branch County and St. Joseph County, which serve the communities most directly impacted by the storms. In Cass County, which falls within our own service area, we're working with frontline partners to determine where emergency funding will have the greatest impact.

On March 6, a powerful supercell storm tore through Cass, St. Joseph, and Branch counties, spawning tornadoes near Edwardsburg, Three Rivers, and Union City. Four people were killed. More than a dozen were injured. Homes, businesses, and buildings were damaged or destroyed across all three counties. The scale of what happened that day is still hard to fully take in, and recovery is going to take a long time.

That's why the generosity we've seen matters so much. Several corporate, faith, and grant partners stepped up early with significant contributions, including **Meijer, UnitedHealthcare Community Plan, Enbridge, Corewell Health, First Congregational Church UCC St. Joseph, Priority Health, Gun Lake Casino,** and **Invenergy**. Their support helped carry the fund past milestones that seemed ambitious just a few weeks earlier.

Individual donors from all walks of life have been a huge part of this too. Thanks to the media attention the storms received, people from all over the country have donated from as far away as Seattle, Denver, parts of California, and over to New Jersey and Pennsylvania.

I've worked in this community long enough to know that when neighbors are in trouble, people here (and across the country, too!) show up. Watching it happen in real time, watching the donations come in, watching the thermometer climb, never gets old. It is genuinely incredible to witness.

If you haven't had a chance to give yet, the fund is still open. **Donate online at SouthwestMichiganCares.com.** You can also send a check payable to United Way of Southwest Michigan with "Cares Fund" in the memo line to **PO Box 288, St. Joseph, MI 49085.** Donors are welcome to designate their gift to a specific county. For corporate giving opportunities, feel free to reach out to me directly at **cares.fund@uwsm.org** or **(269) 932-3226.**

If you or someone you know affected by this storm needs assistance, help is available by dialing **2-1-1** or visiting **MI211.org.**

Thank you to every person and organization that has given. Southwest Michigan doesn't leave its neighbors behind, and these past four weeks have proven that once again. Way to go!

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Photo of the Week

Hope on the Horizon

Photo by Samantha Henderson

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The Unsung Heroes of Home Protection: Why Gutters Matter

Gutters lining the edges of a roof serve as the first line of defense against water damage that can silently undermine a home's structure. These simple yet vital channels, often crafted from aluminum, vinyl, steel, or copper, collect rainwater from the roof's surface and channel it efficiently through connected downspouts to a safe discharge point away from the foundation. Without properly functioning gutters, precipitation would cascade unchecked off the roof edges, splashing directly onto the ground and causing serious soil erosion, basement flooding, and expensive structural repairs that build up over the years.

The primary role of gutters is to prevent water from pooling against exterior walls and foundations. This stops moisture from seeping into cracks and joints, which over time can weaken concrete foundations, create damp crawl spaces, and promote harmful mold growth within walls. Such problems compromise indoor air quality and reduce insulation effectiveness, resulting in higher heating and cooling costs. Gutters also protect siding, trim, and decorative elements by limiting splashing that speeds up peeling paint, wood rot, and deterioration of brick or stone surfaces.

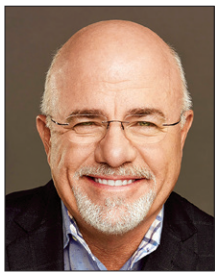
Material choice significantly influences a gutter system's performance, durability, and appearance. Seamless aluminum gutters minimize leak points at joints and deliver a clean, modern look with reliable resistance to weather. Vinyl provides an affordable, corrosion-resistant option, though it can become brittle with extreme temperature changes. Steel offers rugged strength, while copper provides premium durability and develops an attractive patina over decades for a timeless appeal. Proper sizing is equally critical; undersized gutters on large roofs often overflow during heavy rain, failing to do their job.

Maintenance remains one of the most important yet overlooked parts of a home's gutters. Leaves, twigs, pine needles, and debris quickly clog the channels, forcing water to spill over the edges instead of flowing away safely. Cleaning at least twice a year—after spring pollen and following autumn leaf drop—keeps water moving freely. Homeowners can manage this with basic tools like ladders, gloves, and a garden hose, while professional services offer convenience and safety for difficult roofs. Gutter guards and mesh screens help cut down on debris while allowing rainwater to pass through.

Neglected gutters create additional troubles. In colder areas, they contribute to ice dams that damage shingles and let water enter attics. In warmer temps, overflow leads to standing water that breeds mosquitoes and attracts pests. Consistent care extends roof life, preserves curb appeal, and helps maintain property value. Neglect, however, leads to cracked foundations and eroded landscaping.

Innovations such as heated gutter systems for winter ice prevention and smart sensors for clog alerts add convenience, but the basic need for good water management at the roofline stays essential.

Homeowners benefit by treating gutters as key infrastructure rather than mere trim. These modest fixtures quietly protect major investments by managing water, the most persistent threat to any building. Quality installation, suitable materials, and regular upkeep bring long-term savings and peace of mind. In a well-protected home, gutters work steadily out of sight, ensuring the structure remains resilient against the elements for years ahead.



Dave
Ramsey
Financial Expert
The Ramsey Show

Dave Says

When is Enough... You Know...Enough?

Dear Dave,

I'm 65-years old, and I work part-time. My wife is 59, and she works full-time earning about $160,000 a year. We're both self-employed, so at what point do we stop buying term life insurance? I have a $500,000 policy, and we have $500,000 in savings. We're debt-free, except for two car loans that total $25,000.

Franklin

Dear Franklin,

Okay, first let's clean up those car loans. With your combined incomes, plus the money you two have in savings, there's no reason to have car payments hanging around your necks. Aside from that, you're in pretty good shape.

When it comes to life insurance, you should ask yourself some questions: Why am I buying this? Who am I trying to help with it? How much will they need? Life insurance is all about taking good care of the folks you leave behind.

It sounds to me like you've done a good job of looking out for your wife. If you passed away anytime soon, God forbid, she'd have a half-million in insurance money, plus an income of $160,000 a year. On top of all that, there's another $500,000 already in the bank, plus a paid for home. She wouldn't exactly have to struggle financially, would she? Now, if she passed away first (again, God forbid) you'd still have half-a-million in savings, plus a house that's paid for. And don't forget your part-time income.

Guess what, Franklin? At this point, you two are very close to being self-insured. On the other hand, if you want to spend a little money on a term policy for your wife over the next few years—and you can do so and still continue to build your nest egg—that's okay, too.

— Dave

** Dave Ramsey is a nine-time national bestselling author, personal finance expert and host of The Ramsey Show. He has appeared on Good Morning America, CBS This Morning, Today, Fox News, CNN, Fox Business and many more. Since 1992, Dave has helped people take control of their money, build wealth and enhance their lives. He also serves as CEO for Ramsey Solutions.*

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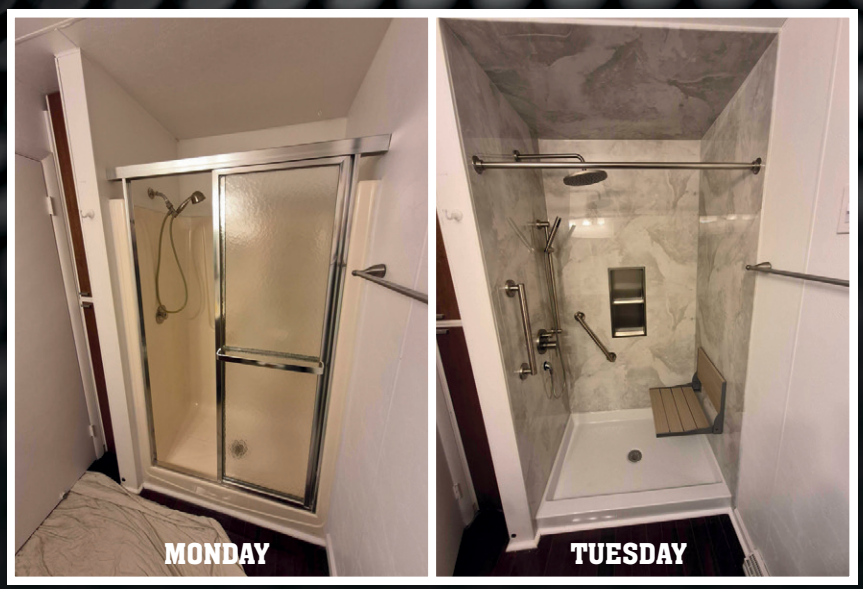

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Moody *Continued from cover*

data center in Van Buren Township, in Wayne County.

"We are incredibly excited about the opportunity to plant deeper roots in Michigan," Walovich said. "We are committed to paying our way and bringing clean energy solutions to the state that will directly support the larger state climate goals. And again, our approach to data center development is rooted in responsibility. We don't just build facilities; we want to be part of the community fabric and find ways to engage with the local communities."

Jason Piontek with the International Brotherhood of Electrical Workers 153, representing workers in Berrien and Cass counties as well as parts of Indiana, said data center projects have meant big business for the skilled trades.

"For the past 14 to 16 months, we have been working on the AWS Data Campus in New Carlisle," Piontek said. "That data campus has about 1,950 electricians and technicians working for about 13 traveling contractors."

Walovich talked about some of the jobs created by Google data centers.

"These structures, our infrastructure particularly, when they are fully up and operational, it's several hundred jobs, and it's a combination of both tech and non-tech," Walovich said. "So, I think about it as technical folks that are walking the halls of the data center, making sure that the guts of all of the computers and the chips are working so we can do a Google search or place our Domino's order, whatever it may be. And it's also non-tech."

Continued on page 6

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Moody *Continued from page 5*

Representative Andrews compared the data center boom to the railroad boom that once spread across the United States, saying this is the new industrial revolution. Nessel questioned the benefits of state tax breaks for data centers, proposing an example of a $90 million break for a center that provides 30 jobs, but Andrews said the simple reality is that the tax breaks attract development and no one loses anything by having them.

"Yes, we're giving them a 6% sales and use tax break, but… you don't get these projects without those," Andrews said. "So, it's basically not losing anything because it was nothing you were ever going to get, right? You were never going to get the $90 million from the company because the company was never going to be here without the tax break."

The town hall included no announcements about any data centers coming to Southwest Michigan. Andrews said he's aware of no such projects in the works.

Lakeshore Excellence Foundation Chair reviews 14 years of progress

Longtime Lakeshore Excellence Foundation Chair JC Anderson is reflecting on his time leading the organization as one of growth as he serves his last year in the position.

The LEF recently announced that Anderson will step down at the end of the year after 14 years at the helm. Anderson, who turned 80 back in October, tells us when he came on as chair of the LEF, they raised about $215,000 per year for Lakeshore Public Schools. Now, it's more like $650,000. He says that growth was accomplished by seeking out major donors with a stake in the community.

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"We developed a list of businesses and individuals, and we talked to them very directly and asked for X amount of dollars from them based on their position within the community," Anderson said.

Anderson says the LEF has also raised awareness of itself and its mission. He says it's necessary because Lakeshore is at a bit of a disadvantage relative to other districts.

"Lakeshore, for a lot of different reasons, is in the bottom 15th percentile, believe it or not, when you evaluate the funding they receive from the state of Michigan on a revenue per student basis."

Throughout the years, Anderson says all the work done by the LEF has been to benefit students, and it's made a difference.

"There is not a student, there is not a teacher or an administrator, that has not benefited from a grant, from a project, from an activity that the LEF has funded."

Among major accomplishments of the LEF during his tenure, Anderson says a $660,000 renovation of the high school auditorium is a highlight.

Anderson became involved in the foundation due to his support of educators and the fact his grandsons were students at Lakeshore at the time. Come January 1 of 2027, he will move into the role of vice chair of fund development and LEF board member Himanshu Ganjoo will become chair.

Anderson says Ganjoo brings a younger, dynamic perspective to the job, making him the right choice.

Pat Moody
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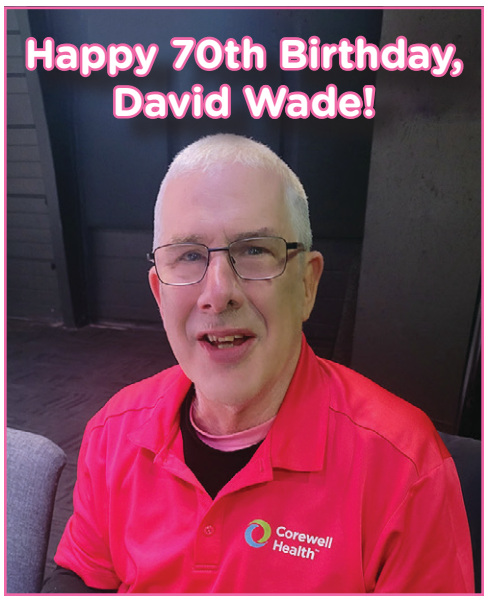

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River School is accepting School of Choice applications for the 2026-2027 school year starting April 20th to May 1st, 2026. KINDERGARTEN ROUND-UP WILL BE APRIL 22ND 4:00 – 6:30 PM

Please note that transportation to and from school is the responsibility of the parent/guardian for all students attending River School.

Josh ***Bishop***

Pastor

Good Friday and Easter: You Need Both

For some things, you can't have one without the other. Peanut butter and jelly. Hammer and nail. Flowers and bees. Eggs and toast. Lock and key.

This weekend is Easter. It is a lovely day filled with family and feast. On Easter, we celebrate Jesus' resurrection from the dead. It is the day that gives us hope and joy. We can look forward to our own resurrection from the dead. God delivers us from death with a living hope.

"God is not the God of the dead but of the living." (Luke 20:38)

But Easter wouldn't have happened without Good Friday. Good Friday was just a few days prior, when Jesus died.

It was a sad Friday afternoon when the Son of God was hung on the cross. He was beaten and bloodied. He wasn't suffering for anything wrong he had done. He was under the curse-filled consequences of the sins of all people of all time. Your sins and mine put him on the cross.

It was such a gloomy day that darkness covered the land in the middle of the afternoon (Mark 15:33ff). Even those who executed and mocked him hung their heads over the sad events of the day. One soldier who witnessed it declared, ***"Surely he was the Son of God."*** (Matthew 27:54).

But Christianity isn't just sin and gloom. The events of Jesus' death are not intended to burden us with more guilt. They were to take away our guilt. This is why Christians call that day Good Friday. It was good because Jesus was the willing sacrifice to take away the eternal consequences of our sin. Jesus took condemnation so we would receive love. Jesus took death so we would get life.

All of this becomes truly yours because of Easter. Death's cold grasp could not hold Jesus in the grave. Jesus walked out of the tomb by his own will and power as God. This means that your sins are gone. And you too will walk out of your tomb someday when he returns.

We need both days — Good Friday and Easter Sunday. Both events make God's work for you real. You can celebrate both days as the hope of God's love for you.

Good Friday and Easter are inseparable — one is the cost, the other is the victory. Which of these two days do you find yourself needing most right now: the reminder that your guilt has been taken away, or the hope that death is not the end?

Prayer: *Loving Savior, you came as my substitute to die in my place. You also rose victorious to give me hope. Bless me with the peace that I know I am loved by God and have life eternal in heaven waiting for me. Amen.*

Submitted by Pastor Josh Bishop
Grace Evangelical Lutheran Church, St. Joseph

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2022 FORD F-350 XL SUPER DUTY REGULAR CAB

NOW $35,995

6.2 V8 Engine, 10 Speed Automatic, Aluminum Wheels, Only 37K Miles! Bedliner, Upfitter Switches, Roof Clearance Lights, Trailer Brake Controller, Back-Up Camera, Remote Keyless Entry System, Balance of Factory Warranty! Oxford White, U26028

2019 VOLOVO XC60 INSCRIPTION AWD

NOW $20,929

2.0 Engine, 8 Speed Automatic, Aluminum Wheels, 91K Miles, Memory Power Leather Heated Front Seats, Heated Steering Wheel, 2ND Row Heated Seats, Panoramic Roof, Touchscreen Display, Blind Spot Monitor, Cross-Traffic Alert, Lane Departure Warning, Front and Rear Collision Mitigation, Back-Up Camera, Hands-Free Liftgate, Remote Keyless Entry System, Fusion Red Metallic, F26095A

2023 CHEVY SILVERADO K1500 LT CREW CAB 4X4

NOW $39,995

5.3 V8 Engine, 10 Speed Automatic, Aluminum Wheels, 35K Miles! Bedliner, Remote Start, Heated Front Seats, Heated Steering Wheel, Lane Keeping Assist, Lane Departure Warning, Front Collision Mitigation, Front Collision Warning, Back-Up Camera, Remote Keyless Entry System, Glacier Blue Metallic, Very Nice! U26026

1967 FORD MUSTANG CONVERTIBLE

NOW $19,995

3 Speed, Manual Transmission, Less Than 70,000 Miles! Power Roof, White, Very Nice! Must See! M26045A

2019 FORD ESCAPE SEL 4WD

NOW $13,995

1.5 Ecoboost Engine, 6 Speed Automatic, Aluminum Wheels, 109K Miles, Remote Start, Power Driver's Seat, Leather Heated Front Seat, Panoramic Vista Roof, Reverse Sensing System, Back-Up Camera, Power Liftgate, Remote Keyless Entry System, Baltic Sea Green Metallic, Very Clean! U25114A

2022 JEEP GRAND CHEROKEE ALTITUDE 4X4

NOW $29,916

3.6 V6 Engine, 8 Speed Automatic, Aluminum Wheels, 59K Miles, Remote Start, Power Driver's Seat, Heated Front Seats, Heated Steering Wheel, Wireless Charging Pad, Adaptive Cruise Control, Blind Spot Monitor, Cross-Traffic Alert, Lane Keeping Assist, Lane Departure Warning, Front and Rear Collision Mitigation, Rear Parking Aid, Back-Up Camera, Power Liftgate, Remote Keyless Entry System, Jeep Certified! Bright White, U26023

2023 JEEP COMPASS LIMITED 4X4

NOW $26,995

2.0 Engine, 8 Speed Automatic, Aluminum Wheels, Only 17,000 Miles! Remote Start, Power Driver's Seat, Leatherette Heated Front Seats, Heated Steering Wheel, Adaptive Cruise Control, Touchscreen Display, Blind Spot Monitor, Cross-Traffic Alert, Lane Keeping Assist, Lane Departure Warning, Front Collision Mitigation, Back-Up Camera, Remote Keyless Entry System, Jeep Certified! Hydro Blue Pearlcoat, C26019A

2022 FORD EDGE TITANIUM AWD

NOW $24,853

2.0 Ecoboost Engine, 8 Speed Automatic, Aluminum Wheels, 57K Miles, Remote Start, Memory Power Leather Heated Front Seats, Heated Steering Wheel, Auto Climate Control, Wireless Charging Pad, Blind Spot Monitor, Cross-Traffic Alert, Lane Keeping Assist, Lane Departure Warning, Front Collision Mitigation, Rear Parking Aid, Back-Up Camera, Power Liftgate, Remote Keyless Entry System, Ford Certified! Burgundy Velvet Metallic, C25140B

2024 FORD EDGE SEL AWD

NOW $29,875

2.0 Ecoboost Engine, 8 Speed Automatic, Aluminum Wheels, Only 18,000 Miles, Remote Start, Power Leather Heated Front Seats, Heated Steering Wheel, Wireless Charging Pad, Blind Spot Monitor, Cross-Traffic Alert, Lane Keeping Assist, Front Collision Mitigation, Rear Parking Aid, Back-Up Camera, Power Liftgate, Remote Keyless Entry System, Ford Certified! Iconic Silver, U26014

2021 FORD EXPEDITION MAX XLT 4X4

NOW $29,968

3.5 Ecoboost V6 Engine, 10 Speed Automatic, Aluminum Wheels, 104K Miles, Remote Start, Navigation, Memory Power Leather Heated/AC Front Seats, Heated Steering Wheel, 2ND Row Captain's Chairs, 3RD Row Seating, Panoramic Vista Roof, Blind Spot Monitor, Cross-Traffic Alert, Lane Keeping Assist, Lane Departure Warning, Front Collision Mitigation, Rear Parking Aid, Back-Up Camera, Power Liftgate, Remote Keyless Entry System, Agate Black Metallic, C26059A

2022 CHRYSLER PACIFICA LIMITED

NOW $21,843

3.6 V6 Engine, 8 Speed Automatic, Aluminum Wheels, 120K Miles, Remote Start, Navigation, Memory Power Leather Heated/AC Seats, Heated Steering Wheel, 2ND Row Heated Captain's Chairs, 3RD Row PowerFold Seats, Wireless Charging Pad, Harman Kardon 19 Speaker Sound System, Blind Spot Monitor, Cross-Traffic Alert, Lane Keeping Assist with Departure Warning, Front Collision Mitigation, Rear Parking Aid, Back-Up Camera, Power Liftgate, Remote Keyless Entry System, Brilliant Black Crystal Pearlcoat, U26011A

2023 FORD F-150 SUPERCREW 4X4

NOW $41,995

3.5 V6 Ecoboost Engine, 10 Speed Automatic, Chrome-Like PVD Wheels, 31K Miles, Security Cover, Bedliner, Running Boards, Remote Start, Navigation, Power Heated Front Seats, Blind Spot Monitor, Cross Traffic Alert, Lane Keeping System, Pre-Collision Assist, Reverse Brake Assist, 360 Degree Camera, Trailer Tow Package, Remote Keyless Entry System, Ford Certified! Antimatter Blue Metallic, U26017

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WAS $22,500

2021 MAZDA CX-9 GRAND TOURING AWD

NOW $20,450

2.5 Engine, 6 Speed Automatic, Aluminum Wheels, 95K Miles, Navigation, Memory Power Leather Heated/AC Front Seats, Heated Steering Wheel, 2ND Row Heated Seats, 3RD Row Seating, Power Sunroof, Adaptive Cruise Control, Blind Spot Monitor, Cross-Traffic Alert, Lane Keeping Assist, Lane Departure Warning, Front and Rear Collision Mitigation, Rear Parking Aid, Back-Up Camera, Power Liftgate, Remote Keyless Entry System, Jet Black Mica, M25126A

WAS $39,076

2023 FOR 2 DOO

NOW $

2.7 V6 Ecoboost Engine Silver Painted Steel Whe Molded In-Color Hardtop Collision Mitigation, Bac Removal Tool Kit, Front Bag, Remote Keyless En Factory Warranty! Ca

WAS $22,767

2022 FORD ESCAPE SE AWD

NOW $21,990

1.5 Ecoboost Engine, 8 Speed Automatic, Aluminum Wheels, Only 28K Miles, Remote Start, Sport Appearance Package, SYNC 3, Power Driver's Seat, Heated Front Seats, Heated Steering Wheel, Auto Climate Control, Blind Spot Information System with Cross Traffic Alert, Lane Keeping Assist, Lane Departure Warning, Front Collision Mitigation, Back-Up Camera, Power Liftgate, Remote Keyless Entry System, Ford Certified! Carbonize Gray, U25098

WAS $37,556

2008 FORD MUSTANG SHELBY GT500 CONVERTIBLE

NOW $36,995

5.4 V8 Engine, 6 Speed Manual Transmission, Aluminum Wheels, Less Than 27,000 Miles! Power Convertible, Power Driver's Seat, Sport Bucket Leather Seats with Embossed Cobra Logo, Unique Aluminum Hood with Air Extractors, Stainless Steel X-Pipe Exhaust, Remote Keyless Entry System, Black Clearcoat, Very Nice! C24120B

WAS $40,995

2025 MAZDA CX-70 PREMIUM PLUS PHEV AWD

NOW $39,995

2.5 Gas/Electric Engine, 8 Speed Automatic, Aluminum Wheels, Less Than 10,000 Miles! Navigation, Memory Power Leather Heated/AC Front Seats, Heated Steering Wheel, 2ND Row Heated Seats, Twin Panel Sunroof, Blind Spot Monitor, Cross-Traffic Alert, Lane Keeping Assist, Lane Departure Warning, Front and Rear Collision Mitigation, Back-Up Camera, Power Liftgate, Remote Keyless Entry System, Balance of Factory Warranty! Jet Black Mica, C26039A

WAS $27,710

2021 RAM 15 SPORT CRE

NOW $

5.7 V8 HEMI Engine, 8 minum Wheels, 108K M Navigation, Power Driv Pedals, Heated Front S Wheel, Back-Up Camera System, Granite Crys

2022 FORD EXPLORER LIMITED 4WD

NOW $35,982

2.3 Ecoboost Engine, 10 Speed Automatic, Aluminum Wheels, Only 22,000 Miles! Remote Start, Navigation, Memory Power Leather Heated/AC Front Seats, Heated Steering Wheel, 2ND Row Heated Seats, Wireless Charging Pad, Adaptive Cruise Control, Blind Spot Monitor, Cross-Traffic Alert, Lane Keeping Assist, Lane Departure Warning, Front Collision Mitigation, Evasion Assist, Back-Up Camera, Class IV Trailer Tow Package, Power Liftgate, Ford Certified! Forged Green Metallic, U26007

2018 JEEP GRAND CHEROKEE TRAILHAWK 4X4

NOW $61,988

6.2 V8 Supercharged HEMI SRT Engine, 8 Speed Automatic, Aluminum Wheels, 75K Miles, Remote Start, Navigation, Memory Laguna Leather Heated/AC Front Seats, Heated Steering Wheel, 2ND Row Heated Seats, Harman Kardon 19 Speaker Sound System, Adaptive Cruise Control, Blind Spot and Cross-Traffic Alert, Lane Keeping Assist, Lane Departure Warning, Rear Collision Mitigation, Back-Up Camera, Power Liftgate, Remote Keyless Entry System, Ivory 3-Coat, F26031A

2022 JEEP GRAND CHEROKEE L LIMITED 4X4

NOW $33,932

3.6 V6 Engine, 8 Speed Automatic, Polished Aluminum Wheels, Only 38,000 Miles! Remote Start, Navigation, Memory Power Leather Heated Front Seats, Heated Steering Wheel, 2ND Row Heated Seats, Dual Pane Panoramic Sunroof, Adaptive Cruise Control, Blind Spot Monitor, Cross-Traffic Alert, Lane Keeping Assist, Lane Departure Warning, Front and Rear Collision Mitigation, Rear Parking Aid, Back-Up Camera, Remote Keyless Entry System, Balance of Factory Warranty! Bright White, U26018

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2020 FORD EDGE SEL

NOW $19,498

2.0 Ecoboost Engine, 8 Speed Automatic, Aluminum Wheels, Only 42,000 Miles! Power Leather Heated Front Seats, Heated Steering Wheel, Blind Spot Monitor, Cross-Traffic Alert, Lane Keeping Assist, Front Collision Mitigation, Rear Parking Aid, Back-Up Camera, Remote Keyless Entry System, Agate Black Metallic, F25262A

2024 MAZDA CX-30 2.5 T PR AWD

NOW $32,995

2.5 Turbo Engine, 6 Speed Automatic, Alloy Wheels, Only 10,000 Miles! Power Driver's Seat, Leather Heated Front Seats, Power Moonroof, Wireless Charging Pad, Adaptive Cruise Control, Blind Spot Monitor, Rear Cross Traffic Alert, Lane Keep Assist, Lane Departure Warning, Smart Brake Support with Pedestrian Detection, Traffic Sign Recognition, Power Liftgate, Remote Keyless Entry System, Mazda Powertrain Warranty Certified! Snowflake White Pearl, S26001

2024 VOLKSWAGEN TIGUAN SE R-LINE 4WD

NOW $31,365

2.0 Turbo Engine, 8 Speed Automatic, Aluminum Wheels, Only 9,000 Miles! Remote Start, Power Driver's Seat, Leather Heated Front Seats, Twin Panel Sunroof, Blind Spot Monitor, Cross-Traffic Alert, Lane Keeping Assist, Lane Departure Warning, Front and Rear Collision Mitigation, Rear Parking Aid, Back-Up Camera, Power Liftgate, Remote Keyless Entry System, Balance of Factory Warranty! Platinum Gray Metallic, U26022

2024 FORD EDGE SEL AWD

NOW $29,861

2.0 Ecoboost Engine, 8 Speed Automatic, Aluminum Wheels, 23K Miles, Remote Start, Power Leather Heated Front Seats, Heated Steering Wheel, Wireless Charging Pad, Blind Spot Monitor, Cross-Traffic Alert, Lane Keeping Assist, Front Collision Mitigation, Rear Parking Aid, Back-Up Camera, Power Liftgate, Remote Keyless Entry System, Ford Certified! Stone Blue Metallic, U26013

2022 FORD F-150 STX SUPERCREW 4X4

NOW $32,882

2.7 V6 Ecoboost Engine, 10 Speed Automatic, 60K Miles, Security Cover, Bedliner, Running Boards, Lane Keeping Assist, Lane Departure Warning, Front Collision Mitigation, Reverse Sensing System, Back-Up Camera, Class IV Trailer Hitch, Remote Keyless Entry System, Ford Certified! Agate Black Metallic, F25165B

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D BRONCO R 4X4

37,500

e, 10 Speed Automatic, eels, 37K Miles, SYNC4, o, Stability Control, Front k-Up Camera, Door/Top Row Top Panel Storage ntry System, Balance of actus Gray, F25324A

WAS $29,995

2022 FORD EXPLORER XLT AWD

NOW $26,995

2.3 Ecoboost Engine, 10 Speed Automatic, Aluminum Wheels, 65K Miles, Remote Start, Navigation, Power Leather Heated Front Seats, Heated Steering Wheel, Twin Panel Moonroof, Adaptive Cruise Control, Evasive Steering Assist, Blind Spot Monitor, Cross-Traffic Alert, Lane Keeping Assist, Lane Departure Warning, Front Collision Mitigation, Back-Up Camera, Power Liftgate, Class IV Trailer Tow Package, Remote Keyless Entry System, Carbonized Gray Metallic, M25040A

WAS $26,707

2018 FORD F-150 XLT SUPERCREW 4X4

NOW $24,943

3.5 V6 Ecoboost Engine, 10 Speed Automatic, Chrome-Like PVD Wheels, 113K Miles! Security Cover, Bedliner, Running Boards, Remote Start, Navigation, Power Heated Front Seats, Power Adjust Pedals, Power Slide Rear Window, CD-Player, Back-Up Camera, MAX Trailer Tow Package, Pro Trailer Back-Up Assist, Remote Keyless Entry System, Oxford White, F25329A

WAS $43,451

2016 RAM 2500 LARAMIE CREW CAB 4X4 DIESEL

NOW $42,975

6.7 I6 Cummins Turbo DIESEL Engine, 6 Speed Automatic, Aluminum Wheels, Only 69,000 Miles! Pickup Bed Cap with Storage Bins, Bedliner, Cargo Slide, Running Boards, Remote Start, Navigation, Power Leather Heated/AC Front Seats, Heated Steering Wheel, 2ND Row Heated Seats, Power Sunroof, Rear Parking Aid, Back-Up Camera, Remote Keyless Entry System, Brilliant Black Crystal Pearlcoat, F26037A

00 BIG HORN W CAB 4X4

26,900

Speed Automatic, Alu- liles, Chrome Step Bars, er's Seat, Power Adjust Seats, Heated Steering a, Remote Keyless Entry tal Metallic, C25103A

WAS $28,767

2021 FORD F-150 XLT SUPERCREW 4X4

NOW $27,950

2.7 V6 Ecoboost Engine, 10 Speed Automatic, Aluminum Wheels, 99K Miles, Bedliner, Running Boards, Power Heated Front Seats, Blind Spot Monitor, Cross-Traffic Alert, Front and Rear Collision Mitigation, Lane Keeping Assist, Lane Departure Warning, Rear Parking Aid, Back-Up Camera, Remote Keyless Entry System, Guard Metallic, U25097A

WAS $19,699

2015 FORD F-250 XL 4X4 WITH SNOW PLOW

NOW $18,950

6.2 V8 Engine, 6 Speed Automatic, Aluminum Wheels, 134K Miles, Bedliner, Running Boards, Western Contractor-Grade Snow Plow, Back Rack, CD-Player, Remote Keyless Entry System, Vermillion Red, C26028A

WAS $11,506

2016 FORD EXPLORER XLT 4WD

NOW $10,949

2.3 Ecoboost Engine, 6 Speed Automatic, Aluminum Wheels, 153K Miles, Remote Start, Navigation, Power Leather Heated Front Seats, Dual Panel Moonroof, Blind Spot Monitoring System, Forward and Reverse Sensing System, Back-Up Camera, Trailer Tow Package Class II, Power Liftgate, Remote Keyless Entry System, Blue Jeans, U25106A

R ENTIRE ORY OF D VEHICLES EMANS.NET

2021 JEEP GLADIATOR SPORT 4X4

NOW $25,840

3.6 V6 Engine, 8 Speed Automatic, Aluminum Wheels, 88K Miles, Security Cover, Bedliner, Running Boards, Remote Start, Black 3-Piece Hard Top, Convertible Soft Top, Adaptive Cruise Control, Blind Spot and Cross Path Detection, Back-Up Camera, MAX Tow Package, Remote Keyless Entry System, Black Clearcoat, C26048A

2023 FORD F-150 XL SUPERCREW 4X4

NOW $38,887

2.7 V6 Ecoboost Engine, 10 Speed Automatic, Aluminum Wheels, 33K Miles, STX Appearance Package, Platform Running Boards, Heated Front Seats, Pre-Collision Assist, Post-Collision Braking, Reverse Sensing System, Back-Up Camera, Trailer Tow Package, Remote Keyless Entry System, Ford Certified! Carbonized Gray Metallic, U26021

2024 FORD EDGE SEL AWD

NOW $29,500

2.0 Ecoboost Engine, 8 Speed Automatic, Aluminum Wheels, 30K Miles, Remote Start, Power Leather Heated Front Seats, Heated Steering Wheel, Panoramic Vista Roof, Wireless Charging Pad, Blind Spot Monitor, Cross-Traffic Alert, Lane Keeping Assist, Front Collision Mitigation, Rear Parking Aid, Back-Up Camera, Power Liftgate, Remote Keyless Entry System, Ford Certified! Carbonized Gray, U26015

2021 JEEP WRANGLER UNLIMITED ALTITUDE 4X4

NOW $30,486

3.6 V6 Engine, 8 Speed Automatic, Aluminum Wheels, 47K Miles, Remote Start, Running Boards, Heated Front Seats, Heated Steering Wheel, Black 3-Piece Hardtop, Back-Up Camera, Remote Keyless Entry System, Jeep Certified! Snazzberry Pearlcoat, U26001

2023 FORD EXPLORER XLT 4WD

NOW $34,962

2.3 Ecoboost Engine, 10 Speed Automatic, Aluminum Wheels, 19K Miles, Remote Start, Navigation, Power Leather Heated Front Seats, Heated Steering Wheel, Blind Spot Monitor, Cross-Traffic Alert, Lane Keeping Assist, Lane Departure Warning, Front Collision Mitigation, Evasive Steering Assist, Back-Up Camera, Power Liftgate, Remote Keyless Entry System, Ford Certified! Agate Black Metallic, U25113

2023 FORD ESCAPE PLATINUM HEV AWD

NOW $28,832

2.5 HYBRID Engine, ECVT Transmission, Aluminum Wheels, Less Than 12,000 Miles! Remote Start, Navigation, Memory Power Leather Heated Front Seats, Heated Steering Wheel, Wireless Charging Pad, Adaptive Cruise Control, Blind Spot Monitor, Cross-Traffic Alert, Lane Keeping Assist, Lane Departure Warning, Front and Rear Collision Mitigation, Evasion Assist, Rear Parking Aid, Back-Up Camera, Power Liftgate, Remote Keyless Entry System, Ford Certified! Atlas Blue Metallic, F26050A

2022 FORD EXPLORER XLT 4WD

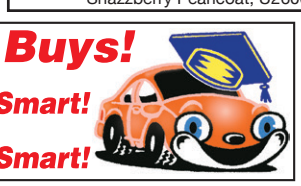
NOW $28,995

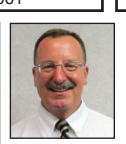
2.3 Ecoboost Engine, 10 Speed Automatic, Aluminum Wheels, Less Than 33,000 Miles! Remote Start, Power Leather Heated Front Seats, Heated Steering Wheel, Tri-Zone Temp Control, Blind Spot Monitor, Cross-Traffic Alert, Lane Keeping Assist, Lane Departure Warning, Front Collision Mitigation, Rear Parking Aid, Back-Up Camera, Power Liftgate, Remote Keyless Entry System, Balance of Factory Powertrain Warranty! Atlas Blue Metallic, M25141B

2022 FORD F-150 XLT SPORT SUPERCREW 4X4

NOW $37,887

2.7 V6 Ecoboost Engine, 10 Speed Automatic, 18 Inch Gloss Black Wheels, 46K Miles, Bedliner, Running Boards, Remote Start, Power Heated Front Seats, Power Adjust Pedals, Blind Spot Information System with Cross Traffic Alert, Lane Keeping System, Pre-Collision Assist, Reverse Sensing System, Back-Up Camera, Class IV Trailer Hitch, Remote Keyless Entry System, Ford Certified! Rapid Red Metallic, U26000

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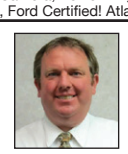
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DECLARATION OF DEALS

2026 JEEP COMPASS LIMITED 4X4

Joose Exterior, Leatherette Seats, 18 Inch Aluminum Wheels, Heated Front Seats, Heated Steering Wheel, 10 Inch Touchscreen, Remote Start, Blind Spot and Cross Path Detection, and Much More! C26047

MSRP.....$35,480
SIEMANS DISCOUNT.....- 485
GREAT LAKES BC BONUS CASH**..- 750
NATIONAL RETAIL BONUS CASH...- 1,000
SALE PRICE FOR EVERYONE $33,245
NATIONAL STELLANTIS LOYALTY BONUS CASH* - 1,000
NATIONAL SFS LEASE LOYALTY BONUS CASH* - 1,500
MILITARY OR FIRST RESPONDER BONUS CASH* - 500

AS LOW AS $30,245

*MUST QUALIFY
*MUST FINANCE THROUGH STELLANTIS FINANCIAL SERVICES
**RESIDENCY RESTRICTIONS MAY APPLY

2026 JEEP CHEROKEE LIMITED 4X4 ALL NEW!

Hydro Blue Pearl, Leatherette Seats, 18 Inch Wheels, Power Driver and Passenger Seats, Power Liftgate, Wireless Charging Pad, Heated Steering Wheel, Universal Garage Door Opener, 12 Inch Touchscreen Display, Heated Front Seats, Remote Start, 1.6 Turbo HYBRID Engine, Adaptive Cruise Control, Blind Spot and Cross Path Detection, and Much More! C26052

MSRP.....$41,995
SIEMANS DISCOUNT.....- 500
NATIONAL RETAIL BONUS CASH...- 1,000
SALE PRICE FOR EVERYONE $40,495
NATIONAL STELLANTIS LOYALTY BONUS CASH* - 1,000
MILITARY OR FIRST RESPONDER BONUS CASH* - 500

AS LOW AS $38,995

*MUST QUALIFY

2026 CHRYSLER PACIFICA SELECT

Red Hot Pearl, 100TH Anniversary Package, 20 Inch Wheels, 360 Surround View Camera, Parksense Front and Rear Park Assist, Power Liftgate, Power Sliding Doors, Heated Front Seats, Heated Steering Wheel, 10 Inch Touchscreen, Adaptive Cruise Control, Blind Spot and Cross Path Detection, Lane Departure Warning, and Much More! C26018

MSRP.....$47,560
SIEMANS DISCOUNT.....- 1,665
NATIONAL RETAIL BONUS CASH...- 3,500
SALE PRICE FOR EVERYONE $42,395
MILITARY OR FIRST RESPONDER BONUS CASH* - 500

AS LOW AS $41,895

*MUST QUALIFY

2026 JEEP WRANGLER SPORT S 4X4

Hydro Blue Pearl, Leather Seats, All Terrain Tires, Heated Front Seats, Adaptive Cruise Control, Remote Start, Heated Steering Wheel, 12 Inch Touchscreen, Black Sunrider Soft Top, and Much More! C26044

MSRP.....$46,235
SIEMANS DISCOUNT.....- 1,740
BONUS CASH.....- 1,000
SALE PRICE FOR EVERYONE $43,495
NATIONAL STELLANTIS LOYALTY BONUS CASH* - 1,000
MILITARY OR FIRST RESPONDER BONUS CASH* - 500

AS LOW AS $41,995

*MUST QUALIFY

2026 RAM 1500 CREW CAB 4X4 BIG HORN

Granite Crystal, Night Edition, 5.7 HEMI V8, 33 Gallon Tank, G/T Exhaust, Anti-Spin Rear Axle, Navigation with 12 Inch Touchscreen, Rear Power Sliding Window, Power Adjustable Pedals, Adaptive Cruise Control, Blind Spot and Cross Path Detection, Active Lane Management, and Much More! C26025

MSRP.....$62,455
SIEMANS DISCOUNT.....- 3,460
NATIONAL RETAIL CONSUMER CASH - 3,500
SALE PRICE FOR EVERYONE $55,495
NATIONAL SFS LEASE LOYALTY BONUS CASH* - 2,000
MILITARY OR FIRST RESPONDER BONUS CASH* - 500

AS LOW AS $52,995

*MUST QUALIFY
*MUST FINANCE THROUGH STELLANTIS FINANCIAL SERVICES
**RESIDENCY RESTRICTIONS MAY APPLY

2026 RAM 2500 CREW CAB 4X4 EXPRESS

Molten Red Pearl, Sport Performance Hood, 6.4 V8 Engine, Black Tubular Sidesteps, 20 Inch Black Painted Aluminum Wheels, Navigation with 12 Inch Touchscreen, Anti-Spin Rear Axle, and Much More! C26043

MSRP.....$59,825
SIEMANS DISCOUNT.....- 2,830
NATIONAL BONUS CASH.....- 1,000
SALE PRICE FOR EVERYONE $55,995
MILITARY OR FIRST RESPONDER BONUS CASH* - 500

AS LOW AS $55,495

*MUST QUALIFY
**RESIDENCY RESTRICTIONS MAY APPLY

2026 DODGE CHARGER SCAT PACK ALL WHEEL DRIVE 2-DOOR

Redeye, Blacktop Package, Full Glass Roof, 20 Inch Aluminum Wheels, Wireless Charging Pad, Navigation with 12 Inch Touchscreen, Highback Performance Seat Package, Ventilated Front Seats, Surround View Camera, Heads Up Display, Heated Seats, Heated Steering Wheel, 3.0 Twin Turbo Six-pack HO Engine, Brembo Brakes, Alpine Speakers, and Much More! C26050

MSRP.....$66,520
SIEMANS DISCOUNT.....- 2,525
SALE PRICE FOR EVERYONE $63,995
NATIONAL BURNING GAS LOYALTY BONUS CASH* - 550
MILITARY OR FIRST RESPONDER BONUS CASH* - 500

AS LOW AS $62,945

*MUST QUALIFY

2026 RAM 3500 4X4 SERVICE BODY DEMO

Bright White, Cloth Seats, Black Tubular Side Steps, 6.7 Cummins DIESEL, Remote Start, Chrome Appearance Group, Trailer Brake Controller, Power Windows and Locks, READING Classic II Service Body, and Much More! C26024

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Don ***Stuart***

Humorist

A Sports Magazine for the Birds

I recently stumbled on something interesting – to me, at least – while surfing the Internet. It was the cover of the May 16, 1955 edition of Sports Illustrated magazine. It featured a painting of a tree, with 60 different species of birds perched on its branches or fluttering around it – it promoted the issue's big story, titled "Bird Watchers' Guide."

I mentioned it in passing to my sports-nut neighbor Matthew, saying I wished I knew how to write a goofy column about this. He looked at me quizzically and said, "Sports Illustrated? Featuring an article about birdwatching?! That sounds plenty goofy to me!"

Wondering if maybe he was right, I found Sports Illustrated's online "vault" of past issues, and whaddya know, I was able to page through the entire May 16, 1955 issue, where I discovered the following:

I don't know how Sports Illustrated defined "sports" in 1955, but besides the bird-watching piece, the table of contents also whets the reader's appetite for these fascinating articles: "Spectacle: Yachts Being Built"; "Suburbia's Dreamboat Comes of Age" – a story about station wagons(?!); "Swimming Pools, the Nation's Dunk."

The ads are a window into a veritable twilight zone. They show what a different world people lived in back in 1955. Examples:

A full-page pitch for Kent cigarettes shows a somewhat worried-looking guy about to strike a match and light up. Over his shoulder is superimposed a translucent image of the same guy whispering something into, well, his own ear. What is this guardian clone angel saying? The headline spells it out: "Your voice of wisdom says SMOKE KENT." I don't know about this. I think my "voice of wisdom" should definitely be smarter than a translucent version of me! Especially if it's encouraging me to light up a cancer stick!

An ad for neckties by Botany weirdly shows a neatly knotted tie hanging from the lens of a camera. Couldn't they have shown it on an actual person, maybe a worried-looking guy lighting up a coffin nail? However, to Botany's credit, they jazz up their ad with an offer!: One could write for a booklet – DRESS TIPS!, by "America's Number One Men's Fashion Authority," Bert Bacharach! "It's Free!"

(Note to younger readers: "writing for a free booklet" was the 1955 equivalent of clicking on a link.)

If you want to talk spiffy product features, companies and their Mad Men came up with a million of 'em in the mid-50s: "Micronite filters" in Kent cigarettes!; "Synchro-Dyna" golf clubs from Spalding!; Wilson tennis rackets with "Speed-Flex Fiber"! – or the Sedgman Squire model, with "Dyna-Bow" construction; Bag Boy golf caddies with "Light Airplane Metals"!; The "Dyna-Tension Wound" center of Worthington golf balls!; and a trifecta of hype from U.S. Royal golf balls: "Exclusive Silicone 'Magic' Center," "Improved Cadwell Cover," and "New and improved Plasti-Guard Wrap"!

Did you notice something in the preceding paragraph? -- the marketing and advertising departments at multiple companies were definitely spending time in the kitchen with Dyna.

Gee, I haven't even delved into the content of the goofy bird-watching cover story! How about we do that next week? Hope you'll enjoy that column, and of course, enjoyed this one! If not, just remember, it was my neighbor Matthew's goofy idea.

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Sarah ***Spoonholtz***

Membership Director,
SMR Chamber

Announcing: Buchanan Area Chamber Partnership

If you attended our annual meeting in February, or read the closing paragraph of my articles lately, then you're already in the know on some exciting news. The Buchanan Area Chamber of Commerce and the Southwest Michigan Regional Chamber of Commerce have announced a strategic partnership designed to strengthen business support, expand local capacity, and position the Greater Buchanan area for its next phase of economic growth.

Under the new agreement, the Buchanan Area Chamber will maintain its local identity, governance and membership while integrating into the Regional Chamber's operational infrastructure. This preserves local leadership and focus, while adding the benefits of enhanced advocacy, increased programmatic offerings, broader regional visibility, and a more coordinated approach to economic and community development.

The partnership formalizes a longstanding working relationship between the two organizations, which have previously collaborated on initiatives including the Buchanan Social District and key developments such as The Grant Hotel and McCollum's Restaurant & Bar. It also builds upon the support the Regional Chamber has provided to area municipalities like the City of Buchanan and Buchanan Charter Township.

"The City of Buchanan has long valued the support the Regional Chamber has given to our community, and a formal partnership with our local chamber will only multiply that impact," said Mark Weedon, Mayor of Buchanan. "It strengthens our ability to serve local businesses and positions Greater Buchanan for long-term growth and economic vitality."

The announcement arrives amid significant momentum in the Greater Buchanan area. Over the past eighteen months, the community has attracted substantial public and private investment in infrastructure, placemaking, and redevelopment—accelerating recent economic activity.

It also marks the latest adoption of the Regional Chamber's regional growth strategy, with Buchanan joining Niles and Bridgman in a coordinated approach across local chambers. The model is designed to align communities, expand capacity, and translate local momentum into sustained economic impact across the region.

"We are thankful for the opportunity to more closely partner with the Buchanan Area Chamber and the Greater Buchanan community," said Arthur Havlicek, President & CEO of the Southwest Michigan Regional Chamber. "There's tremendous momentum in Buchanan, and we look forward to helping this community reach its full potential."

Havlicek credited the Buchanan Chamber Board of Directors for embracing a forward-looking approach that positions both the organization and the community for continued growth.

For their part, Buchanan Chamber Board Members emphasized that the partnership reflects a renewed commitment to strengthening the local Chamber's role in the community and rebuilding confidence among area businesses through consistent leadership, transparency, and expanded resources.

"This partnership with the Southwest Michigan Regional Chamber represents a fresh start and an opportunity to reset and refocus on the mission of the chamber. Our business community deserves strong support, collaboration, and a shared vision for growth. We recognize that trust has been strained in recent years, and rebuilding those relationships is essential moving forward," said Kyle Zelmer, Buchanan Area Chamber Board Chair.

Leaders say the new partnership will also seek to strengthen collaboration with organizations such as the Buchanan Downtown Development Authority and the Buchanan Business Boosters as the community continues to grow.

"By getting back to our roots and working alongside the Regional Chamber, Buchanan DDA, the Business Boosters, and our local business owners, we can work together to bring renewed energy, collaboration, and growth to Buchanan," Zelmer added.

Additional details regarding new programming, events, and initiatives will be shared in the coming weeks and months.

To see other member and partner organizations and to learn more about your Regional Chamber, visit our website smrchamber.com. You can also see the full list of upcoming member and Chamber events, including ones with our affiliates the Buchanan Area Chamber of Commerce, Greater Bridgman Area Chamber & Growth Alliance; and the Greater Niles Chamber.

Want to connect directly - feel free to email or call: sspoonholtz@smrchamber.com or 269-932-4040. See you around Southwest Michigan!

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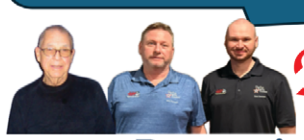

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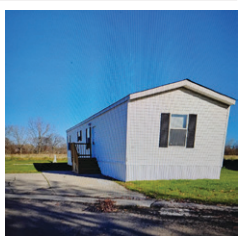

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Christine Fisher

Bridgman City Clerk

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3.6L V-6 engine, 8spd automatic, Heated front bucket seats, Heated steering wheel, hard top, remote start, automatic temp control, 7" touch screen, Apple CarPlay/Android auto, SiriusXM, Anti-spin rear axle, warranty!

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Power seat, 8.4" touch Screen, Alpine speaker group, Apple CarPlay, Remote proximity keyless enter & go, 3 zone climate control, LED light group, tow package, warranty!

3.6L V6 engine, 20-inch wheels, panoramic sunroof, Nav, Dual power heated / ventilated leather seating, Memory seat, Heated steering wheel, Lane-keep assist, Blind-spot monitoring, Rear park assist, Bose premium audio, warranty!

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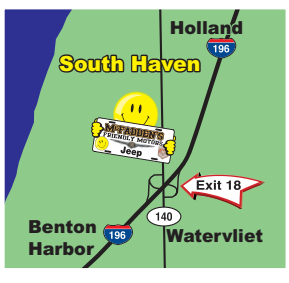

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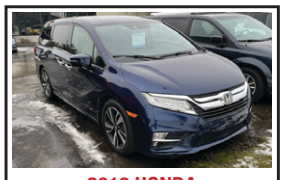

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1. Based on manufacturer estimates, CY 2025 sales. **2.** New 2026 Tacoma SR5 Double Cab 4x4 Gas Model 7540. Lease based on net cap cost or $36,984. Lease end purchase option $31,154.* **3.** New 2026 Tacoma (includes hybrid & excludes TrailHunter & TRD Pro). 4.99% APR financing for 72 months with $16.10 per $1,000 borrowed.** **4.** $500 TFS Standard APR Cash on new 2026 Tacoma SR5 Models only & $1,000 TFS Standard APR Cash on new 2026 Tundra (excludes TRD Pro). Subject to approved credit when financed through Toyota Financial Services. APR Cash must be applied to deal. Not all customers will qualify – see dealer for details. **5.** All-New, All-Hybrid 2026 RAV4 LE FWD Model 4521. Lease based on net cap cost of $29,953. Lease end purchase option $24,670.* **6.** Toyota vehicles and components are built using U.S. and globally sourced parts. **7.** All-New, All-Hybrid 2026 RAV4 and new 2026 4Runner (includes hybrid). 4.99% APR for 60 months with $18.87 per $1,000 borrowed.** **8.** Full-Size Pickup Class. Vehicle's projected resale value is specific to the 2026 model year. For more information, visit Kelley Blue Book's KBB.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc. **9.** New 2026 Tundra SR5 CrewMax 4x4 Model 8361. Lease based on net cap cost of $48,257. Lease end purchase option $36,696.* **10.** New 2026 Tundra (excludes TRD Pro) 2.99% APR financing for 72 months with $15.19 per $1,000 borrowed.** **11.** New 2026 Tundra (excludes TRD Pro) $3,000 Customer Cash. Customer Cash direct from Toyota Motor Sales, USA, Inc. May not be combined with APR or lease offers. **12.** New 2026 4Runner SR5 4WD Model 8664. Lease based on net cap cost of $40,085. Lease end purchase option $33,078.** **13.** Based on manufacturer's data. Source: Toyota.com. **14.** Qualified current, active-duty U. S. Military personnel, inactive reserves, veterans honorably discharged within two calendar years of their service discharge date, retired U. S. Military veteran regardless of date of separation from active service, and a spouse/surviving spouse and dependents of an eligible U. S. military personal (including Gold Star Family Members) are eligible for rebates in addition to all other incentives, depending on model, through Toyota Motor Sales USA, Inc., when leased or financed through Toyota Financial Services. Must take retail delivery from select new dealer stock (TCUV not eligible). The Toyota Military Rebate Program is not compatible with the Toyota College Rebate Program or Lease-End Refinancing Program. See participating dealer or visit toyota.com for complete details. **15.** The Toyota College Rebate Program is not compatible with the Military Rebate Program. See participating dealer or visit toyota.com for complete details. * NO SECURITY DEPOSIT. Subject to approved credit through Toyota Financial Services. Not all customers will qualify – Tier I *PLUS* customers ONLY. Excludes state and local taxes, license, registration and title, and insurance. License and applicable fees are extra. Other options and dealer charges extra. Your payment may vary depending on final price. Lessee may be charged for excessive wear based on Toyota Financial Services standards for normal use and for mileage in excess of 30,000 miles at the rate of $0.15 per mile (10K low mileage leases). A $350 Disposition Fee is due at lease termination. ** Subject to approved credit thru Toyota Financial Services. Tier 1+ & 1 only. See participating dealer for details. **2, 3, 4, 5, 7, 9, 10 11, 12, 14 & 15:** Must take retail delivery from new 2026 models in dealer stock while supply lasts between 4/1/26 and 5/4/26. Offers may vary by region. Delays in new vehicle shipments not in the control of dealer may impact customer delivery date and offer eligibility. **Supply limited.** See participating dealer for complete details. **Individual dealer prices and document fees may vary.** VEHICLE IMAGES USED FOR ILLUSTRATION PURPOSES ONLY. Expiration for these offers is 5/4/26.

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Company	Booth #	Company	Booth #
Aeropure Fans	3	Giannola Construction	25-29
AIM Water Treatment	41	Giannola Realty Group	27-28
BathWorks of Michigan	39	Great Lakes Pleasure Pools	5
Big C Lumber	20/21	Home Comfort Experts	34
Boss Services	42/43	Honest Abe Roofing	22
Budget Blinds of Saint Joseph	7	Kraz Construction	19
Built By U	2	LeafFilter Gutter Protection	44
Calumet Paint and Serenity Baths	48	Lowe’s Home Improvement	4
Centsible Heating and Air Conditioning	8	Midwest Glass and Mirror	31/32
Chandler Construction	35	Pella Windows	13
Closet Factory of West Michigan	52	R.W. LaPine	23
Dean’s Pool & Landscape	15/16	Rain Drain	47
Deck Medic of Michiana	49	Renewal By Anderson	33
Dennison Roofing	51	Serene Water Gardens	30
DripWorx	50	Screen Mobile	14
Doors & Drawers	53	Spencer’s Soft Water	54
Epoxy Plus Flooring	36	Surf Internet	46
Everwise Credit Union	6	Terry’s Discount Windows	17/38
Everydry WaterProofing	40	Top Home Improvement	45
Fawley Overhead Doors	10 / 12	TruGreen Lawn Care	24
Five Star Painting	18/37	Wolf Prairie Historic Arts	Outdoor
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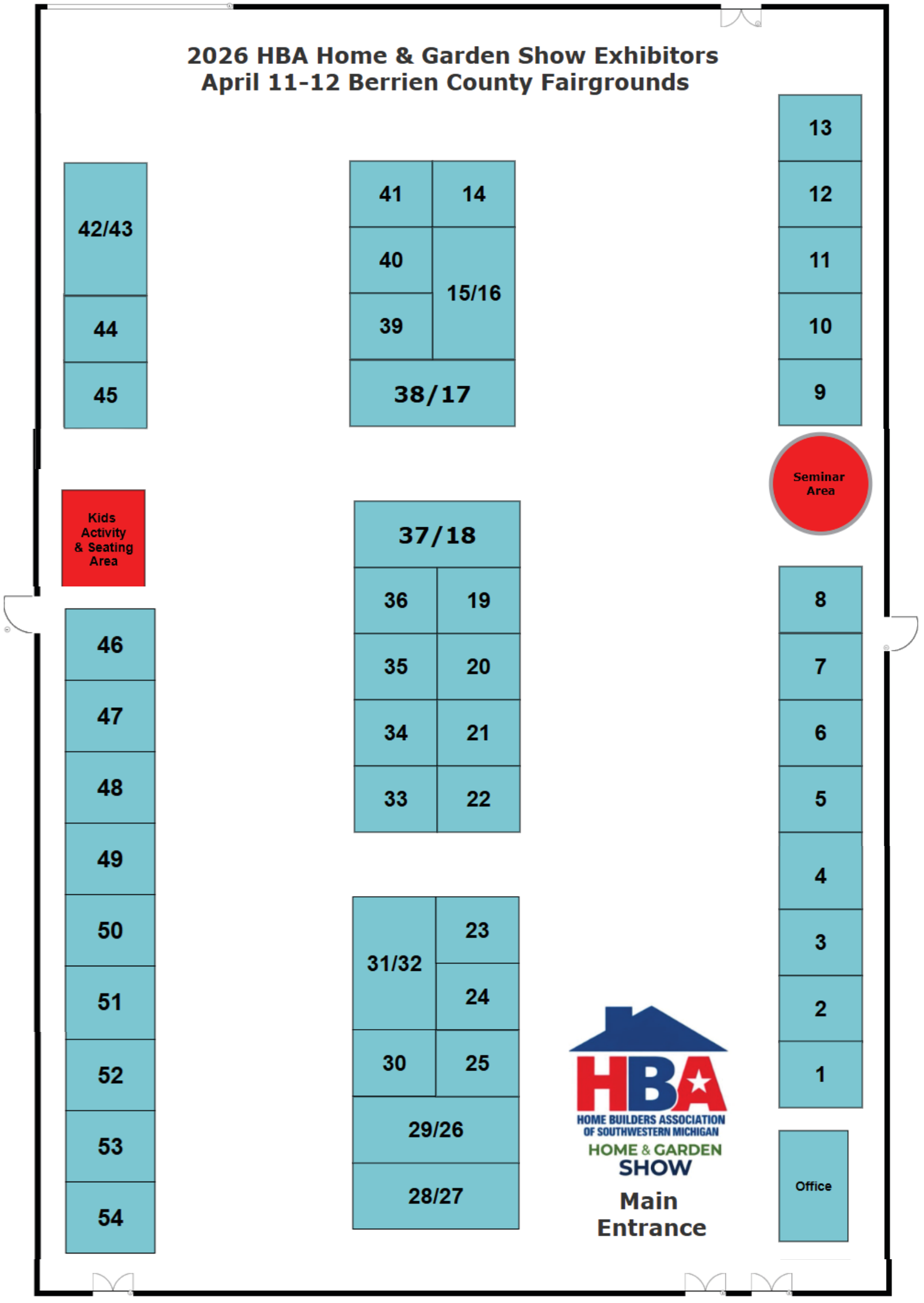

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